

on the move

delta mu delta

2009 BIENNIAL CONFERENCE

**ST. LOUIS
MISSOURI
NOVEMBER 6 - 8**



2009/st. louis

WELCOME TO ST. LOUIS



DISPLAYS

Chapter Displays can be set up Friday starting at 9:00 am. All displays must be dismantled and removed from the display area by 5:00 pm on Saturday.

SILENT AUCTION

The items to be auctioned will be on display starting at 8:00 am on Saturday. Proceeds of the auction will be given to the Forever Dollars Scholarship Fund.

All bids must be in by 1:45 pm on Saturday. Items may be picked up from the registration table personnel from 1:45-2:30 Saturday afternoon or from 5:00 to 6:45 pm before the Awards Banquet.

DRESS CODE FOR CONVENTION SESSIONS

Friday – School T Shirts
Saturday and Sunday – Business Casual
Saturday Awards Banquet – Business

Delta Mu Delta 2009 Biennial Meeting Schedule

Friday

9:00 am – 4:00 pm

Registration

1:45 pm – 3:45 pm

General Session I

Room: New York/Illinois Central

MC: **Dr. Sandie Kiehl, DMD Vice President**

Welcome

Introduction of DMD Board

Topic: "30 Years of New Pet Foods, or How Purina Came to Understand the Importance of Consumer Behavior in New Product Development."

Speaker: Mr. Paul Kravitz, Manager, New Products and Business Development, Nestle Purina PetCare Company.

Topic: "Marketing on the Move – The New Era of Direct Marketing"

Speaker: Mr. Chris Torbit, Vice President, Mobile Services, SmartReply.

3:45 pm – 4:15 pm

Break

4:15 pm – 5:00 pm

Breakout Session I

Topic: "What Do You Like About *inCircle* and What Would You Like to See?"

Speaker: Mr. Rich Sosnowski, Executive Director, Delta Mu Delta.

Room: Missouri Pacific

Topic: "Lessons Learned About International Management Consulting"

Speaker: Dr. Thomas Head, Professor of Management, Walter E. Heller College of Business Administration, Roosevelt University.

Room: New York Central

Topic: "A Blue-Print for Sustained Success for Students of Business Administration"

Speaker: Dr. Faith Pereira, Associate Professor of Management & Marketing, Townsend School of Business, Dowling College.

Room: Illinois Central

5:00 pm – 6:30 pm

Meet and Greet Reception

Room: Grand Hall

MC: **Dr. Brenda Harper, DMD Region 3 Representative**

Entertainment: Jeff Cook, the "Mr. Musician" who was the founding member of the country group Alabama

Beverages and "Finger Food" will be served

6:30 pm

Dinner on Your Own

Saturday Morning

8:00 am – Noon **Registration**

8:00 am – 9:00 am **Continental Breakfast**

9:00 am – 11:00 am **General Session II**
Room: New York/Illinois Central

MC: Dr. Chuck Fazzi, DMD Vice-President

Topic: “What They Never Told Me in College”

Speaker: Ms. Audrey Katcher, Partner, Rubin Brown LLP, An Independent Member of Baker Tilly International.

Topic: “Lessons From Humpty Dumpty”

Speaker: Dr. Benjamin Akande, Dean, School of Business and Technology, Webster University.

11:00 am – 11:30 am **Break**

11:30 am – 1:00 pm **Break Out Session II, 11:30 a.m. - 12:10p.m.**

Topic: “From Campus to Career: How to Tie Professional Organizations to Student Learning, Mentoring and Professional Opportunities”

Speakers: Ms. Sara Leone, Assistant Professor of Accounting and Dr. Donald Maier, Assistant Professor of Management, College of Business and Health Administration, University of Saint Francis.

Room: New York Central

Topic: “What are the Society's Options and Approaches to Fully Support Institutions with Multiple Campuses?”

Speakers: Dr. Chuck Fazzi, Professor of Accounting, Alex G. McKenna School of Business, Saint Vincent College; Delta Mu Delta Vice-President of Extension and Development.

Mr. Rich Sosnowski, Executive Director, Delta Mu Delta.

Room: Illinois Central

Topic: “Self-development and Self-leadership Strategies”

Speaker: Dr. Robert Wheatley, Professor of Management, Sorrell College of Business, Troy State University.

Room: Missouri Pacific

Saturday Afternoon

Breakout Session III, 12:15 – 1:00p.m.

Topic: "Bridging the Gap Between Campus and Community: Volunteerism through the Junior Achievement Program"

Speakers: Ms. Allison Strong and Mr. Jeff Nickerson, Instructors of Marketing and Management, Booth College of Business and Professional Studies, Northwest Missouri State University.

Room: Missouri Pacific

Topic: "Optimism in Leadership"

Speaker: Dr. Mary Albrecht, Professor of Marketing, John E. Simon School of Business, Maryville University Saint Louis.

Room: New York Central

Topic: "The Role, Duties, and Responsibilities of a Faculty Adviser with Tips on How To Be an Effective Adviser"

Speaker: Dr. Brenda Harper, Assistant Professor of Business, College of Business, Athens State University.

Room: Illinois Central

1:00 pm – 7:00 pm **Lunch/Free Time/Sightseeing**

Saturday Evening

7:00 pm – 9:30 pm **Banquet and National Recognition Awards**

Room: New York/Illinois Central

MC: Dr. Michael LaRocco, DMD President

Presentation of Awards

Topic: "On the Move: New Directions for Tomorrow's Challenges"

Speaker: Mr. Joe Helmsing, CEO, Craftsmen Industries, Inc.

Sunday Morning

8:00 am – 9:00 am **Closing Breakfast**

Room: New York/Illinois Central

MC: Dr. Michael LaRocco, DMD President

9:00 am – 10:00 am **DMD Biennial Society Business Meeting**
This meeting will take place in the dining room
where breakfast is served

Business Meeting Schedule will be distributed at the time of registration.

BIENNIAL CONVENTION SPEAKERS



M. Paul Kravitz: Manager, New Products & Business Development, Nestle Purina, PetCare Company

Topic: *30 Years of New Pet Foods, or How Purina Came to Understand the Importance Covering the Essence of Leadership.*

Paul Kravitz knows a thing or two about the world of pets. He should, after spending the past 32 years in various Marketing functions with Nestlé Purina PetCare in St. Louis, MO. For the most recent five years, Kravitz has helped Purina market new products for dogs and cats—new pet foods, new pet food packaging, and new pet care products. Beyond bringing several innovative new and improved pet products to market, Kravitz has developed and launched two new resources – a Trends Tracking System and a Corporate Intelligence Group – to provide a continuous flow of innovative product ideas to the company.

Prior to his role in New Products, Kravitz conducted marketing research with then Ralston Purina Co. He consumer-tested many new and established pet foods, developed retail tracking services, segmented the pet food market, monitored on-going brand awareness and attitudes of key brands, provided satisfaction feedback from key retail customers, and measured the purchase behavior – on-line and retail – of major brands.

Before advancing the well-being of companion animals for Purina, Kravitz began his professional career in the worlds of soap and soup. By that, he served in the marketing research departments of two other well-know CPG firms: Campbell Soup Co and Procter & Gamble Co.

In addition to his day job, Kravitz currently teaches graduate and undergraduate courses in Consumer Behavior at Maryville U in St. Louis and is Board Chair of MERS/Missouri Goodwill Industries.

A true Big 10 grad, Kravitz has a MA degree in Consumer Behavior from Ohio State U and a BA in Marketing from Michigan State U. He is happily married to an accomplished (and wonderful) social worker, is the proud father of two terrific (and employed) children and is the owner of one crazy (but adorable) Toy Poodle. He resides in Chesterfield, MO.



Chris Torbit, Vice President, Mobile Solutions, SmartReply

Topic: *Marketing on the Move – The New Era of Direct Marketing*

Chris Torbit is responsible for strategic direction and leadership of Mobile Services within this emerging communications field. Prior to working at SmartReply, Chris began his career in 1993 at Consolidated Communications. During his 11 years with the company, he held a series of leadership roles and won numerous sales and marketing accolades with McLeodUSA. He later founded and sold Blast Companies, a multi-channel marketing company to SmartReply.

Chris holds a BA degree in financial management from the University of Missouri – Columbia, an MBA from Southern Illinois University and double masters in telecommunications from Webster University.



Ms. Audrey Katcher: Partner, Rubin Brown LLP, An Independent Member of Baker Tilly International

Topic: *What They Never Told Me in College*

Audrey is a Partner in the Internal Audit Department of RubinBrown and leads the Information Technology Audit Services practice. She has over 18 years of public accounting experience in several industries, including higher education, manufacturing and financial services.

Audrey obtained her accounting degree and holds both Certified Information Systems Auditor (CISA) and Certified Public Accountant (CPA) qualifications. She started in public accounting as an external auditor on large public companies and then expanded her skills by obtaining in-depth information technology training. To help businesses protect their interests, Audrey has managed and led reviews of technology risk, system security, and regulatory compliance.

Over the years she has led efforts related to major business environment changes. These ranged from e-business to Sarbanes Oxley to Interactive Data for SEC filings (XBRL). Her work has taken her from Chile to Switzerland, from Mexico City to Paris. She has been interviewed on CNN and has presented tough topics to audit committees and executives. She is excited about sharing these experiences with you as pursue your career in business.

Audrey Katcher has invested a substantial portion of her career sharing her knowledge with others as Guest Lecturer, University of Missouri, St. Louis and as President, University of Missouri – St. Louis Accounting Advisory Board. She holds memberships in: Missouri Society of CPA's; American Institute of Certified Public Accountants; Institute of Internal Auditors; Information Systems Audit and Control Association; and the St. Louis Forum.



Dean Benjamin Ola. Akande: School of Business & Technology, Webster University

Topic: *Lessons from Humpty Dumpty*

Benjamin Okande, professor of Economics, is the chief academic officer of the 13,000-student business school. Dean Akande leads a faculty of 1500 spanning multi-campuses in the U.S., Europe and Asia. Since joining Webster as dean in 2000, Akande has provided leadership that has elevated the business school to new heights. The dean is a successful fund raiser and has enhanced the public presence and reputation of the institution. The Nigerian born US citizen has lived in the US for 30 years and is a well traveled globe trotter.

Dean Akande holds a Ph.D. in economics from the University of Oklahoma and completed post-doctoral studies at the John F. Kennedy School of Government at Harvard University. Dean Akande has been recognized as one of St. Louis' Most Influential Leaders from 2007 – 2009. His articles have been published in some of the nation's leading publications.

Dr. Akande serves on the boards of the Newberry Group, Xiolink, The Private Bank of St. Louis, and The Vandiver Group. In addition, Dr. Akande is a Trustee at Mary Institute Country Day School, where he chairs the Investment committee, and is a Board member of Beyond Housing, a leading provider of housing and support services for low income families and homeowners in Saint Louis.

Dean Akande is completing work on the transcript of an upcoming book entitled “The IPOD generation, it’s their world we’re just living in it.” The book is an inside look at what he characterizes as the Internet savvy, Phone addicted, Opportunistic, Digital Conscience generation.



Mr. Joe Helmsing, CEO, Craftsmen Industries, Inc.

Topic: *One the Move: New Directions for Tomorrow’s Challenges*

Joe Helmsing, the 62 year old President of Craftsmen Industries, has survived his share of business challenges and seen his small business grow into a nationally recognized company. Over the past 27 years, Joe and his company have left an indelible mark on each other. Their life stories are one and the same.

Joe began working with trailers at Southwest Truck Body in 1968 during his third year at St. Louis University. He earned his Masters from St. Louis University evening MBA program in 1972. He had many roles at Southwest Truck Body during the 10+ years that he worked with the St. Louis company, the SBA Contractor Of The Year, during that period.

In 1977 Joe and his brother Bob purchased Lawrence Canvas, a company with five employees that has steadily grown over the years. Three years later the brothers purchased Foremost Manufacturing. Sales and the number of employees both doubled within one year. A SBA 503 backed loan was crucial to accomplish the next purchase, the repair division of Southwest Truck Body Company. When deregulation in the trucking industry took place, the repair division like the rest of the industry fell on hard times. One of the first decisions was to change the name to Craftsmen Industries. Joe did not want the words repair or trailers to be in the name. He believed it could limit his future direction. Because Craftsmen grew so rapidly in the early months, the brothers sold Foremost to concentrate on the new business. In the late 80’s the brothers separated the businesses, Joe took control of Craftsmen Industries.

From the very beginning, in 1982, Craftsmen customized vehicles. In the early 1990’s companies were calling on Craftsmen Industries to build and customize their vehicles. Without fully realizing it, the company had become one of the early experts in the then unknown world of mobile marketing. Today mobile marketing is a nationally recognized growth segment of the advertising industry.

CANDIDATES FOR THE BOARD FOR THE 2009 - 2011 BIENNIUM



President: Charles (Chuck) Fazzi BS, MBA, Ph.D., Pennsylvania State University; Professor of Business Administration, McKenna School of Business, Economics & Government, Saint Vincent College, teaching in the area of accounting. Listed in Who's Who in America, Who's Who In American Education, Who's Who in the World, Who's Who Among America's Teachers, and has been honored with several teaching and scholarship awards. Professional affiliations include memberships in the Institute of Management Accountants, the American Accounting Association, and the Association of Collegiate Business Schools and Programs. Author of numerous articles for professional and scholarly publications and a number of study guides and instructors' manual for accounting textbooks. Frequent presenter at accounting educator conferences and has served as a technical producer for several video conference productions. Served DMD as Vice President of Extension and Development, Regional Representative and faculty adviser to the DMD Theta Tau Chapter at Saint Vincent College since 2003.



Vice President: John Lewington BSc and MSc, The City University (London); Ph.D., The Open University (U.K.). Dr. Lewington is Assistant Dean and Professor of Marketing and Management at the John E. Simon School of Business, Maryville University. He has over 30 years teaching experience in the U.S., and his United Kingdom teaching includes University of Westminster, Middlesex University, and the Open University. He is a past-President of the St. Louis Chapter of the American Marketing Association, and is Faculty Adviser for the Kappa Theta Chapter at Maryville University.



Vice President Extension Development: Brenda Harper BSBA, Athens State University; MBA, Florida Institute of Technology; Ed.D in Organizational Leadership from Nova Southeastern University. Currently Ms. Harper is Associate Professor of Business and Management for Athens State University. She is currently the regional representative for region 3, the southeast, and is also the Faculty Adviser for Delta Mu Delta. Additionally, she instructs for Calhoun Community College. She has owned and operated her own business in the city of Huntsville for the past seventeen years. She is an evaluator of business management textbooks.



Treasurer: Perry Glen Moore CPA, CIA, BS, Lipscomb University; MA, University of Alabama; PhD in Accounting, University of Georgia. Perry is Professor of Accounting, Director of the Master of Accountancy Degree Program, and Assistant Director of Graduate Business Programs at Lipscomb University in Nashville, TN. He currently serves on the Board of Directors as Society Treasurer. A Nashville native, he teaches Advanced Accounting, Auditing, Accounting for Executives, and Corporate Governance. He serves as chair of the Tennessee Society of CPA's "Accounting Education and Career Awareness Committee" and directed their "Accounting Academy" for five years, which is a program designed to attract high school students to accounting careers. Perry is a member of the Institute of Internal Auditor's Regional Conference Advisory Board. He serves as the Faculty Adviser of the Eta Mu Chapter at Lipscomb and has since its founding in 1995. He participated in hosting the 2001 Triennial in Nashville.



Secretary: Sandra J Kiehl BS, DePaul University; MBA, Portland State University; PhD in Systems Science: Business Administration, Portland State University. Professor Emeritus of Business, currently teaching primarily in the areas of Strategic Management and International Management, Linfield College. Exchange professor at Sichuan International Studies University, Chongqing, Sichuan PRC. Named to Who's Who Among America's Teachers and Educators in 2002, 2006 and 2007. Linfield Business Department leader in the use of technology-based course delivery and experiential learning. Founder and Faculty Adviser of the Epsilon Psi Chapter of DMD at Linfield College for 16 years. Currently serving on the Board of Directors as Vice President.

Regional Representatives



Region 1: Charles B. Finn Dual undergraduate degree in Economics and Political Science, University of Minnesota, Duluth; MA in Management and Economic Development, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota; Ph.D. in Management Science, University of Strathclyde, Scotland. Charles is currently a Management Professor at the College of Saint Rose, Albany, NY (2002 – present). Charles has served DMD in two terms as Regional Representative and as the Faculty Adviser of the Iota Gamma Chapter of The College of Saint Rose since 2004.



Region 2: Marie Gould BA in Psychology, Wellesley College; MS in Instructional Systems, Pennsylvania State University; PhD. in Organization and Management, Capella University. She is Assoc. Prof. and Faculty Chair of the Bus. Admin. Program at Peirce College, teaching in the areas of management, human resources, and entrepreneurship. Serves as the founding faculty adviser of the Kappa Nu Chapter, since their December 2004 installation.



Region 3: Jim Edmonds BS in Finance, Harding University, MBA, Murray State University, JD University of Tennessee College of Law. Jim has taught in the School of Business at Freed-Hardeman University since 1983, teaching primarily courses in business law and business ethics. He has served as the faculty adviser of the Delta Rho Chapter since its inception in 1985.



Region 4: Sara Leone BS, University of Arizona, MS, Northern Illinois University, Doctoral Coursework, Nova Southeastern University. Ms. Leone is Assistant Professor of Business at the University of St. Francis since 1992. Professional affiliations include the Institute of Management Accountants, the American Accounting Association and the Illinois CPA Society. Faculty Adviser since 1992 for the Delta Kappa Chapter of DMD at the University of St. Francis. Recipient of the Achievement in Service Award for the University. (2008). Member of the planning committee of the Illinois Accounting Teacher's Conference since 2004. Champion of student participation in professional organizations, particularly the ICPAs.



Region 5: Joni Adkins B.S. and B.S. Sec. Ed., M.B.A., Northwest Missouri State University. Currently pursuing Doctorate in Business Administration in Management at Anderson University, Anderson, IN. She is an instructor of Computer Science/Information Systems at Northwest Missouri State University since 2001. Previous positions include corporate computer trainer, high school business teacher, Upward Bound Academic Coordinator and Student Support Services counselor. Joni has been involved with Delta Mu Delta since 2001, serving as co-adviser and then as faculty adviser of the Eta Gamma chapter. In 2004, the Eta Gamma chapter won the Anthony J. Jablonsky Outstanding Chapter of the Year Award. Joni currently serves as chair of the Booth College Award banquet committee and as a member of the university athletics committee.



Region 6: Gene Smith BBA, Pittsburg State University, MBA, Case Western University, Phd, Northcentral University. Joined Eastern New Mexico University, Fall 2002, where he is currently serving as Dean, College of Business and Assoc. Professor, Accounting. He served on various college and university committees prior to being named Dean in January, 2008. Gene was named the Most Outstanding Accounting Professor by the New Mexico Society of CPA's for 2005. He has served as a member of the site review accreditation and reaccreditation teams for ACBSP. He became a member of DMD in 1968 at the Delta Chi Chapter of Pittsburg State University and has served as Faculty Adviser of the Gamma Omega Chapter at Eastern NM since 2003.



Region 7: Carol Farabee BA Sociology, University of North Florida; MBA and MS Information Systems Engineering from Western International University (WIU) and is currently working on PhD - Applied Management and Decision Sciences with emphasis on Learning Management, Walden University. Professor of IT, Management and Research Methods (WIU), and received the Presidents award June 2005 She is currently the Faculty Adviser for 3 Honor Societies at WIU. She has been the Faculty Adviser for the Zeta Iota Chapter of DMD since 2002.



Region 8: Michael V. LaRocco (By position as Immediate Past President) Commerce, MBA, DePaul University; DBA in Business Administration - Nova Southeastern University. Dean of the College of Business and Health Administration at the University of St. Francis, (USF) and founder of the University Masters of Business Administration and Masters of Science in Management programs. He has been teaching at both the undergraduate and graduate levels for over 27 years. He was the first teacher at USF to teach online classes. Michael has extensive business experience at both the national and international levels. He has held positions as Treasurer, Member at Large to the National Executive Council, Scholarship Judge, and is the founding Faculty Adviser of the Delta Kappa Chapter, USF, 1984, and member of the Eta Chapter, DePaul University

More information about all candidates is online. Go to www.deltamudelta.org, select the Biennial Mtg, then Slate of Nominees.

SPONSORS

PLEASE JOIN THE BOARD OF DELTA MU DELTA IN THANKING THESE SPONSORS. AT A TIME WHEN FUNDS ARE SCARCE AND BUDGETS TIGHT, THESE FOLKS STEPPED FORWARD IN RESPONSE TO OUR APPEAL FOR SPONSORS FOR THIS BIENNIAL MEETING. THEIR GENEROSITY SHOULD BE COMMENDED. LET IT BE AN INSPIRATION TO ALL.

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